

# HIGHLIGHTS

WEEK ENDING: JANUARY 26, 1990

## INDUSTRY WEEKLY SALES

- This week's sales of 6.2 billion units were depressed for the fourth consecutive week as accounts continued to deplete excess inventory built up during the 4th quarter 1989.

## P. M. WEEKLY SALES AND SHARE

- This week's sales of 2.1 billion units were approximately 2.1 billion units below P.M.'s going rate as accounts continued to exhaust excess inventory from the 4th quarter load.
- P.M.'s weekly share of 34.3 was distorted by R.J.R.'s elimination of a 4th quarter trade program and varying payback schedules of the other manufacturers.

## MANUFACTURER PROGRAMS

- R.J.R. continued to restrict its accounts to 125% of an average week on all brands.

2060069223